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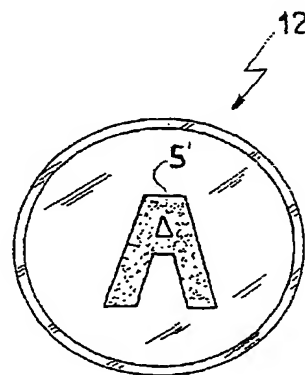
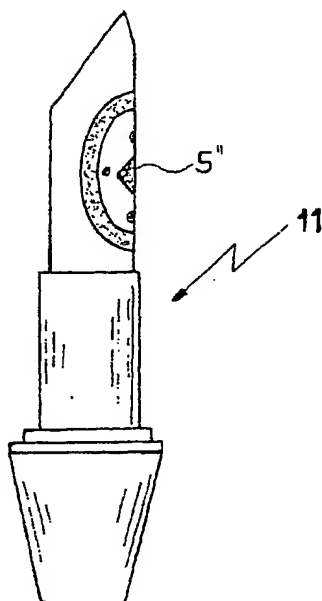
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(54) Title: **PROCESS FOR TRANSFERRING A DECORATIVE COSMETIC PRODUCT ON A BASIC COSMETIC PRODUCT**



(57) Abstract: Process to transfer a decorative cosmetic product to a basic cosmetic product to produce a drawing, wording or a varyingly shaped decorative element, said process comprising picking up the decorative cosmetic product from a matrix by means of a pad and laying said pad on the basic cosmetic product, the matrix and/or the pad being suitably shaped.

WO 03/082603 A2

"Process for transferring a decorative cosmetic product on a basic cosmetic product"

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### **BACKGROUND OF THE INVENTION**

- 5 The present invention relates to a process to transfer a decorative cosmetic product suitable to produce a particular drawing or a particular decoration on another cosmetic product and in particular advantageously on a poured basic cosmetic product.

### **PRIOR ART**

- 10 Poured cosmetic products are those specific cosmetic products which, subsequent to a melting process, are poured and metered in a container that determines the shape. Examples of these products are lipsticks, compact foundations, glosses, poured eye shadows and blushers.

- 15 In general, a spray technique is used to produce a particular drawing, wording or a varyingly shaped decorative element on cosmetic products by applying another cosmetic product.

More specifically, the cosmetic product to be decorated is covered by a specific template provided with slots that reproduce the profile of  
20 the decoration to be produced. Subsequently, the cosmetic product thus covered is impacted by a spray jet constituted by a special decorative cosmetic product, such as glitter, pearls or dye which deposits and adheres to the basic cosmetic product, at the slots in the template, to establish the decorative element.

- 25 Although widely used, this application technique has some drawbacks. First, the drawing or decorative element to be produced must have a simple profile and have no thin parts. In other words, the possibility of producing a drawing or decorative element on a basic cosmetic product by applying another cosmetic product is limited to

a few simple shapes.

Moreover, this application technique does not allow the production of accurate designs due to smudging that occurs during superimposing the template on and/or removing it from the cosmetic product and  
5 imperfect adhesion between the template and the basic cosmetic product.

Furthermore, the quantity of spray product required to produce even small designs is substantial due to waste. In fact, the jet of the spray product which impacts the template involves a larger area than the  
10 area of the slots alone.

A further drawback in spray technique procedures is that processing times are considerably prolonged, with consequent increase in costs.

#### **SUMMARY OF THE INVENTION**

The object of the present invention is to solve the problems of prior art  
15 by providing a process to transfer a cosmetic product which allows the production of a drawing or a decorative element provided with any shape or profile on another cosmetic product.

Another object of the present invention is to produce a process for applying a decorative cosmetic product to a basic cosmetic product  
20 which makes it possible to produce designs or decorative elements provided with thin parts, such as lines or dots, and profiles without smudging.

Yet another object of the present invention is to provide an application process that makes it possible to reduce product waste  
25 and processing times.

#### **DETAILED DESCRIPTION OF THE INVENTION**

These and other objects are obtained by the present invention which relates to a process to transfer a decorative cosmetic product to a basic cosmetic product to produce a drawing, wording or a varyingly

shaped decorative element characterized in that said process comprises the following phases:

- 5 a) filling at least one cavity of a matrix reproducing the drawing, wording or decorative element to be produced with a cosmetic product;
- b) removing the excess product from the matrix in order to clean the edges of said cavity;
- c) laying a pad on the matrix;
- d) removing the pad on which the drawing, wording or decorative element to transfer to the basic product has  
10 adhered from the matrix;
- e) laying the pad on the basic cosmetic product;
- f) removing the pad from the basic cosmetic product.

Decorative cosmetic product is intended according to the present  
15 invention as any cosmetic product that can be transferred to a basic cosmetic product in order to produce a drawing, wording or a varyingly shaped decorative element.

This process makes it possible to transfer a decorative element of any shape, provided with any part, even extremely thin, and produced  
20 with a specific decorative cosmetic product to a basic cosmetic product. Elimination of the templates typical of spray technology makes it possible to obtain precise decorative elements without smudging. Moreover, owing to the extreme simplicity of the process, times and consequently processing costs are greatly reduced.

25 Furthermore, application of the decorative cosmetic product with which the decorative element is produced is limited solely to the cavity of the matrix and therefore waste of material during the process is extremely low.

According to a preferred aspect of the present invention, the

decorative cosmetic product is a solid cosmetic product or a thick suspension.

According to an advantageous aspect of the present invention, the solid cosmetic product is a powdered solid cosmetic product.

- 5 Preferably, the powdered solid cosmetic product is selected from a glitter, a pearl, a dye and a mixture of these.

According to an alternative aspect of the present invention, the decorative cosmetic product is a thick suspension comprising excipients and at least a powdered cosmetic product.

- 10 According to another preferred aspect of the present invention, the basic cosmetic product is a poured cosmetic product.

Preferably, the basic cosmetic product is chosen from a compact foundation, a lipstick, a gloss, a poured eye shadow or a blusher.

- 15 In this way it is possible to obtain a final product with a particularly pleasing appearance which for this reason may easily meet with the approval of the consumer and at the same time simultaneously provide two cosmetic products such as a lipstick and a glitter which may be used individually or transferred together to create new make-up possibilities.

- 20 According to an advantageous aspect of the present invention, the pad has a convex arcuate shape in order to promote elimination of air during laying of the pad on the matrix.

- Alternatively, according to the present invention, the pad has a shape reproducing the drawing, wording or decorative element to be  
25 produced.

Advantageously, the pad is produced in an elastic silicone rubber which allows the pad to adapt to any surface making it possible to transfer the cosmetic product to a surface of any shape, even irregular.

**BRIEF DESCRIPTION OF THE DRAWINGS**

Further characteristics and advantages of the present invention shall become more apparent from the description hereunder, provided purely as a non-limiting example, with reference to the schematic drawings attached, in which:

- figure 1 is a schematic view of some instruments for implementing the process according to the present invention;
- figures 2a-2h are schematic views of the phases of the process according to the present invention; and
- figure 3 are views of some embodiments of product according to the present invention.

**DETAILED DESCRIPTION OF SOME EMBODIMENTS OF THE INVENTION**

With reference to figures 2a-2h, these schematically represent the phases of a process to transfer a first decorative cosmetic product 1 to a basic cosmetic product 2 to produce a drawing 5, wording 5' or a varyingly shaped decorative element 5''.

In detail, in figure 2a the cavity/cavities 3 of a matrix 4 are filled with a decorative cosmetic product 1. The cavities 3 of the matrix 4, as is better shown in figure 1a, reproduce a drawing 5, wording 5' or a decorative element 5'' to transfer to the basic cosmetic product 2.

Figure 2b shows how, subsequent to filling the cavities 3 of the matrix, the excess product 7 is removed, that is the product oozing from the cavities 3. In particular, the excess product 7 is removed with the aid of a doctor knife 8 which brushes the excess product 7 taking care to clean the edges of the cavity 3. The excess product 7 is accumulated on the matrix 4 and recovered in order to be reused in a subsequent application process. As a consequence the waste of material in the process according to the present invention is extremely low. Figure 2c

shows the laying, in this particular case lowering, of the pad 9 on the matrix 4. The pad 9 is lowered, becoming deformed, onto the matrix 4 until the cavity 3 of the matrix 4 is totally in contact, that is in its entirety, with the pad 9 so that the cosmetic product 1 may adhere to it. The time for which the pad 9 remains on the matrix 4 is a function of the decorative cosmetic product 1 to be transported. Once the decorative cosmetic product has adhered to the surface of the pad 9, the pad 9 is removed, in this particular case raised, see figure 2d, from the matrix 4 and, as it is no longer obstructed by the matrix 4, it elastically regains its shape. Raised from the matrix 4, the pad 9 is therefore transported, together with the decorative element 5'', as shown in figure 2e, towards the basic cosmetic product 2 which advantageously will already have its final structure. In other words, the basic cosmetic product will already be in its final container. Upon reaching the position in which the decorative element 5'' is to be transferred, the pad 9 is laid on, in this specific case lowered onto, see figure 2f, the basic product 2 and is left in this position until the decorative element 5'', the drawing 5 or wording 5' has adhered to the basic cosmetic product 2. The time for which the pad 9 remains on the basic cosmetic product 2 will be a function of the basic cosmetic product 2, the decorative cosmetic product 1 with which the decorative element 5'' is produced and the pressure to be obtained on the basic cosmetic product 2. At this point, the pad 5 can be raised from the basic cosmetic product, as shown in figure 2g. The process is terminated and a basic cosmetic product 2 has been produced, transferred to which is a further decorative cosmetic product 1 to produce a drawing 5, wording 5' or a varyingly shaped decorative element 5''; purely as an example figure 2h shows a compact foundation transferred to which is the word "sole",

produced using a glitter powder.

The matrix 4 or cliché used in the present process is a simple plate, engraved on which, in such a way as to form a cavity 3, is the drawing 5, decorative element 5'' or wording 5' to be produced on the basic  
5 cosmetic product 2 by applying a decorative cosmetic product 1.

Purely as an example, if the wording 5' "sole" is to be produced on a basic product 2 by applying a first decorative cosmetic product 1, a plate 4 bearing the word "sole" engraved at a specific depth will be used, as shown in figure 1. The depth of the engraving will depend on  
10 the thickness of the decorative cosmetic product 1 to be transferred to the basic product 2.

The decorative cosmetic product 1 with which the drawing is produced is a solid cosmetic product, for example a powder, or a thick suspension, such as a slurry.

15 Preferably, the powdered solid cosmetic product is chosen from a glitter, a pearl, a dye or a mixture of these.

Instead, the thick suspension comprises at least a powdered cosmetic product, chosen from a glitter, a pearl, a dye or a mixture of these, and at least an excipient. According to one embodiment of the  
20 invention, thick suspension may therefore be a suspension of a dye or a powdered coloured pigment for cosmetic use.

The basic cosmetic product, that is the cosmetic product to which the drawing 5 is transferred, is a poured cosmetic product and is preferably chosen from a compact foundation, a lipstick or a gloss.  
25 Alternatively, the basic cosmetic product 2 is a compact cosmetic product. In the present description, compact cosmetic products are intended as those particular powdered cosmetic products which are made compact following a pressing operation inside a specific housing.



To promote elimination of air during lowering of the pad 9 onto the matrix 4, the pad 9 must have, as can be better seen in figure 1, a convex arcuate shape. In other words, the pad 9 must have a section with a tapered profile so as to promote air flow towards the outside when the pad 9 starts to rest on the matrix (see figure 2c). The particular shape of the pad 9 prevents air bubbles from forming between the pad 9 and the decorative cosmetic product 1 which could act as suction pads and prevent subsequent release of the drawing 5 or decorative element 5'' on the basic cosmetic product 2.

Alternatively, without departing from the scope of protection of the present invention, the pad 9 could have a shape that reproduces the drawing 5, wording 5' or decorative element 5'' to be produced. In this way, it is even simpler to transport the decorative element produced with the decorative cosmetic product 1 to the basic cosmetic product. It is evident that, in the event of adopting said alternative solution, it is not essential for the matrix 4 to reproduce the drawing 5, wording 5' or decorative element 5''; the matrix 4 could in fact simply be a plate containing decorative cosmetic product 1 or any other suitable container filled with the decorative cosmetic product.

Moreover, the pad 9 is produced in an elastic material and in particular in a silicone rubber which allows the pad 9 to be deformed to adapt to any surface, thus allowing application of the decorative cosmetic product 1 to a surface of any shape, even irregular.

Alternatively and without departing from the scope of protection of the present invention, the process described herein could entail movement of the basic cosmetic product rather than the pad to which the drawing, wording or decorative element to be transferred adheres. According to this embodiment, it is the basic cosmetic

product which is laid against the pad and, after transfer of the drawing, wording or decorative element, is removed from it.

Thanks to the present process it is possible to obtain a final product with a particularly pleasing appearance which for this reason may easily meet with the approval of the consumer and at the same time simultaneously provide two cosmetic products such as a lipstick and a glitter which may be used individually or transferred together to create new make-up possibilities.

Purely as an example, figure 3 shows a lipstick 11 with a decorative element 5'' produced with a glitter and a gloss 12 which has a letter "A" 5' produced with powdered pearls.

## CLAIMS

1. Process to transfer a decorative cosmetic product to a basic cosmetic product to produce a drawing, wording or a varyingly shaped decorative element characterized in that said process  
5 comprises the following phases:
  - a) filling at least one cavity of a matrix reproducing the drawing, wording or decorative element to be produced with a cosmetic product;
  - b) removing the excess product from the matrix in order to  
10 clean the edges of said cavity;
  - c) laying a pad on the matrix;
  - d) removing the pad on which the drawing, wording or decorative element to transfer to the basic product has adhered from the matrix;
  - 15 e) laying the pad on the basic cosmetic product;
  - f) removing the pad from the basic cosmetic product.
2. Process as claimed in claim 1, characterized in that said decorative cosmetic product is a solid cosmetic product or a thick suspension.
- 20 3. Process as claimed in claim 2, characterized in that said decorative cosmetic product is a powdered solid cosmetic product.
4. Process as claimed in claim 3, characterized in that said powdered cosmetic product is chosen from a glitter, a pearl, a dye and a mixture of these.
- 25 5. Process as claimed in claim 2, characterized in that said decorative cosmetic product is a thick suspension comprising excipients and at least a powdered cosmetic product.
6. Process as claimed in claim 5, characterized in that said at least a powdered cosmetic product is chosen from a glitter, a pearl, a dye

and a mixture of these.

7. Process as claimed in claim 2, characterized in that said thick suspension is a thick suspension of a dye or a powdered coloured pigment for cosmetic use.

5 8. Process as claimed in any one of the previous claims, characterized in that said basic cosmetic product is a poured cosmetic product.

9. Process as claimed in any one of the previous claims, characterized in that said basic cosmetic product is chosen from a  
10 compact foundation, a lipstick, a gloss, a poured eye shadow and a blusher.

10. Process as claimed in any one of the previous claims, characterized in that said pad has a convex arcuate shape.

11. Process as claimed in any one of the previous claims,  
15 characterized in that said pad has a shape reproducing the drawing, wording or decorative element to be produced.

12. Process to transfer a decorative cosmetic product to a basic cosmetic product to produce a drawing, wording or varyingly shaped decorative element characterized in that said process comprises  
20 laying a pad with a shape reproducing the drawing, wording or decorative element to be produced on a matrix containing the decorative cosmetic product and subsequently performing the phases (d), (e) and (f) as claimed in to claim 1.

13. Process as claimed in claim 12, characterized in that the  
25 decorative cosmetic product is chosen from a solid cosmetic product, a thick suspension, a powdered solid cosmetic product and a thick suspension comprising excipients and at least a powdered cosmetic product.

14. Process as claimed in claim 12 or 13, characterized in that the

basic cosmetic product is chosen from a poured cosmetic product, a compact foundation, a lipstick, a gloss, a poured eye shadow and a blusher.

15. Process as claimed in any one of the previous claims,  
5 characterized in that said pad is produced in elastic material.

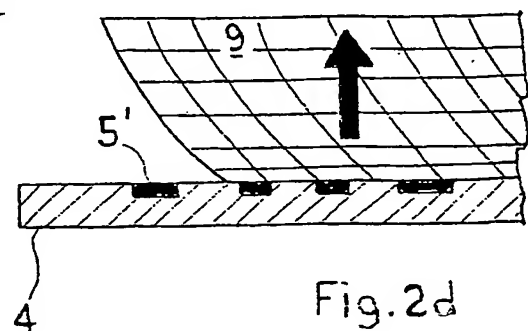
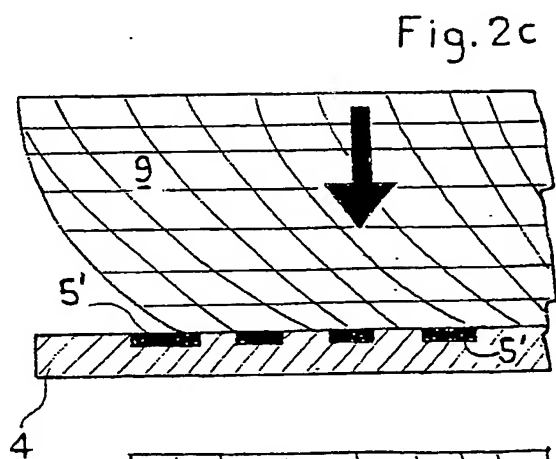
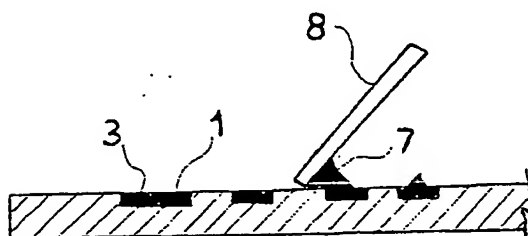
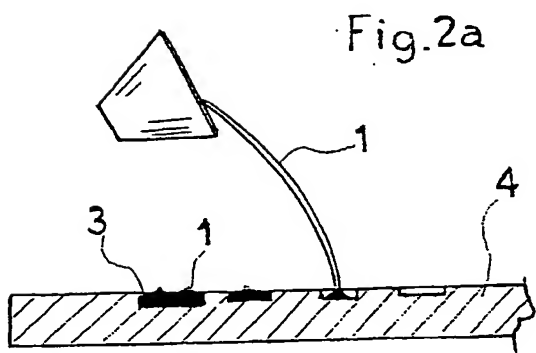
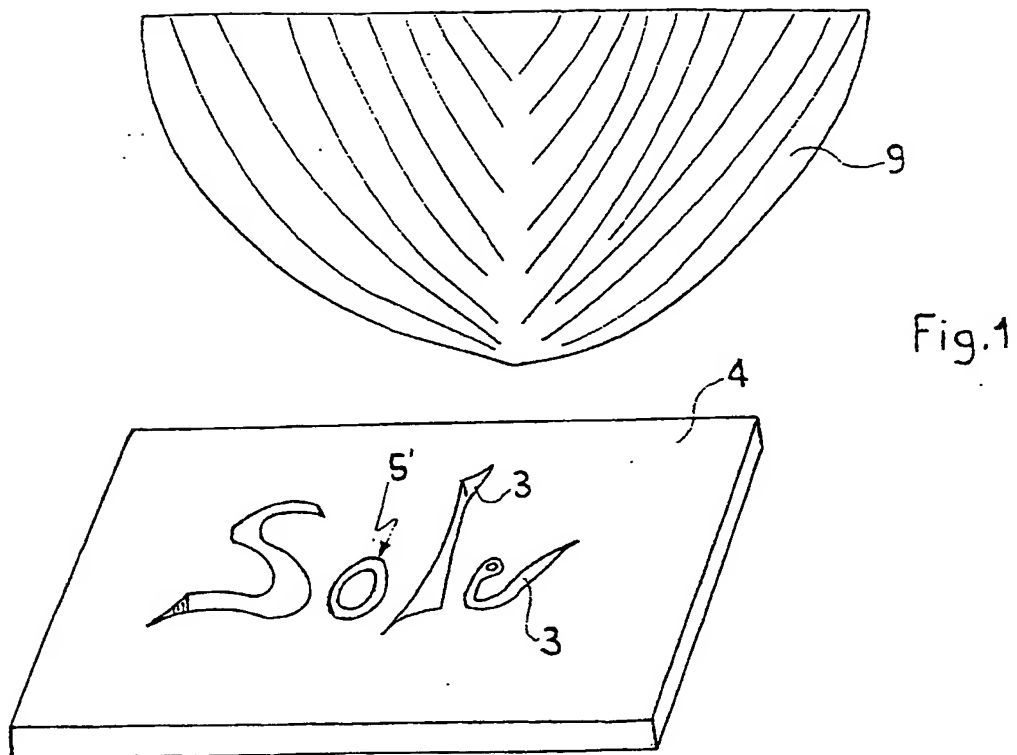
16. Process as claimed in any one of the claims from 1 to 15,  
characterized in that said pad is made of silicone material.

17. Process as claimed in any one of the claims from 1 to 16,  
characterized in that in the phases (e) and (f) it is the basic cosmetic  
10 product that is laid on and removed from the pad.

18. Method for decorating and/or adding a decorative cosmetic  
product to a basic cosmetic product according to the process in the  
claims from 1 to 17.

19. Cosmetic product obtained according to the process in the  
15 claims from 1 to 17.

1/3



2/3

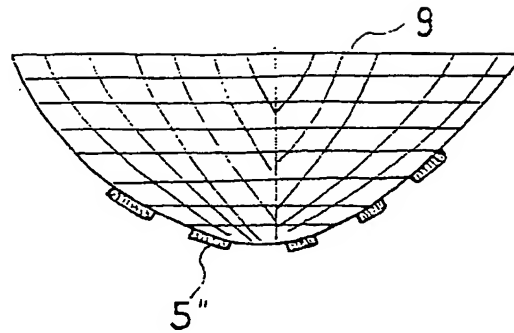


Fig. 2e

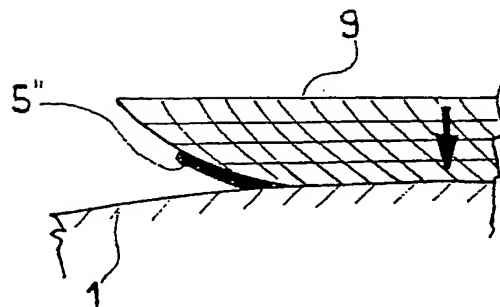


Fig. 2f

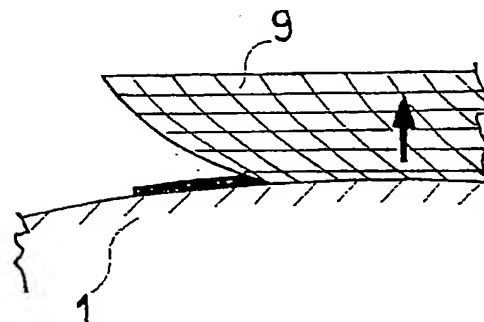


Fig. 2g

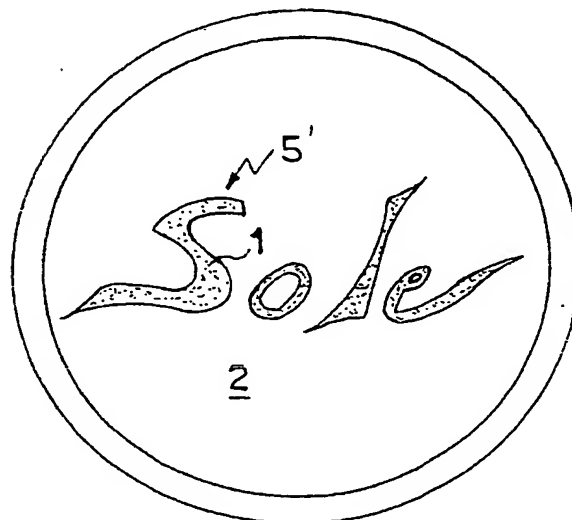


Fig. 2h

3/3

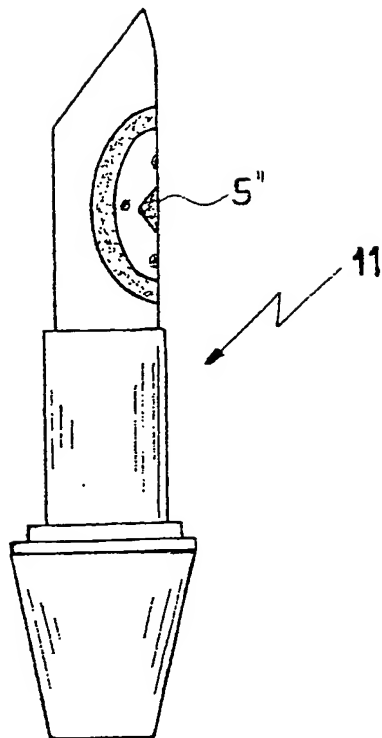


Fig. 3

